

collection that traces the history of attempts to imbue nature with authority. Similarly, these essays ignore extensive scholarship in environmental studies on the social construction of nature, by authors such as Evernden and Cronon, as well as the growing literature on this topic in environmental communication. Also missing are references to argumentation scholars who have studied the role of ethos and the construction of source credibility. Inclusion of such scholarship might have enabled the editors to formulate more definitive conclusions about the moral authority of nature. As it stands, the book lacks the unity and closure that a concluding essay might have provided. Nevertheless, this collection features several compelling essays that should be of interest to anyone who studies appeals to authority.

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Muted Voices: Latinos and the 2000 Elections. Edited by Rodolfo O. de la Garza and Louis DeSipio. Lanham, MD: Rowman and Littlefield, 2005; pp. ix + 276. \$29.95 paper.

The Latina/o community in the United States is growing rapidly and with this growth has come near constant attention by the media, political parties, and pundits. The 2000 presidential election and focus on Latina/o voters in the election certainly reflects this trend. Despite the attention, however, it seems that popular media's and even politicians' interest is superficial and ultimately fails to engage what is possibly the most important minority community in contemporary history. By contrast, every four years since 1988, political scientists Rodolfo O. de la Garza and Louis DeSipio have provided critical and groundbreaking insight in their edited collections of post-election analysis of Latina/os and the political process. Each volume focuses primarily on the presidential race, but also reviews state contests in which Latina/o participation was significant.

The newest volume in this series examines the 2000 elections and offers several important observations about Latina/o political participation at the national and regional levels. It also treats the framing of campaign outreach and issue focus by Republicans and Democrats. In their introductory chapter, the editors conclude almost immediately that "Latinos did not have an enhanced impact on the results of the election" (13). Justifying the book's apt title, de la Garza and DeSipio focus on the space between "symbolism and influence," pointing to minimal shifts in Latina/o voting patterns in 2000. Their primary argument is that, unless voting patterns reveal a major shift in Latina/o preferences, it is unlikely that present political outreach efforts will make a difference (27). Contextualizing the data they have collected thus far, a series of tables shows changes in the number of Latina/o voters from 1976 through 2000, and also compares "turnout rates and share of adult citizen population for age, education, and income cohorts of Latinos, Non-Latino Whites, and Non-Latino Blacks" in 2000 (23). Given the difficulty of finding complete data related to Latina/o political participation in the popular media, this material puts *Muted Voices* in a category by itself. De la Garza and DeSipio also offer a fascinating narrative of the role of Latina/os in the presidential election process from the primaries through the contested post-election period.

The first of ten contributed chapters examines Republican outreach to Latina/os in the 2000 campaign. Arguably, this chapter's location in the volume suggests the importance, or at least perceived importance, of Republican efforts to win Latina/o voters. Historically, Republican presidential candidates have tended to either ignore or purposefully attack Latina/os as part of their campaign strategies. However, Robert Marbut notes, there is "a growing recognition among some Republican leaders that any gain among white voters to be

had from attacking Latinos is more than compensated for by the loss of Latino and moderate white votes to the Democrats" (62). Relying on top Latino advisors, the Bush campaign executed a five-part strategy. In addition to making Latina/os feel welcome, campaign events received substantially more funding and were structured around issues relevant to Latina/os. Outreach emphasized Bush as an "individual candidate" and not as the "Republican nominee." Finally, post-election actions were designed to accord with expectations established during the campaign (67). In a significant contribution to the literature on Latina/o political engagement, Marbut notes that this strategy is only the beginning of what Latina/o advisors to the Bush campaign assume will be a ten- to twenty-year initiative. This crucial factor often is overlooked by the media and perhaps even by the Democratic Party. Regardless of its effect in 2000, Republicans have initiated a strategy, the impact of which is likely to grow in coming years, but which hardly seems to have sparked any impetus for similar efforts among Democrats.

Subsequent chapters examine the regional dynamics of the 2000 election, including two chapters on California and one each on New Mexico, Colorado, Arizona, Texas, Florida, Illinois, and New York City. "Latino Politics Comes of Age: Lessons from the Golden State" offers fascinating observations about California as a model for the development of Latina/o politics and Latina/o civic engagement in other states. California's Latina/o population is not only active and engaged, but a substantial number of Latina/os occupy elective state offices, with more opportunities clearly on the horizon. Pachon, Barreto, and Marquez note not only that California's Latina/o population is growing but that this growth has been matched by vigorous voter registration efforts and healthy voter turnout. This chapter draws on interviews of Democratic and Republican Latina/o elected officials from across the state, representing a cross section of political arenas. The value of these interviews cannot be overemphasized, particularly because interviewees testify to the substantial impact of an increasing number of Latina/o elected officials on the process and outcome of policy debates. (Indeed, the quality and variety of data presented are major strengths of this volume in general.) Pachon, Barreto, and Marquez argue that Latina/o presence in the political system "has also put their respective jurisdictional bureaucracies in a position of having to respond to Latino constituents" (97).

The chapter on New Mexico offers little news, but confirms that in 2000 New Mexico remained a Democratic-leaning state. Garcia and Sierra note that "low-level patronizing, cultural clichés, and even Spanish-language campaign materials are neither novel nor effective" in New Mexico (127). Similarly, Hero and Jaramillo describe Colorado Latina/os in 2000 as playing their historical role of wielding "subtle influence" (147). And Avalos observes that, in Arizona as elsewhere in the Southwest, growth has not yet translated into power or impact on the political system.

Falcón's chapter on New York City explores Latina/os and city politics. He argues that the highly unusual character of the 2000 election offers an equally unique perch from which to examine how city and neighborhood Latina/o politics affected a national election (195). Focusing on political players such as Fernando Ferer and former first lady Hillary Clinton's campaign for the U.S. Senate, Falcón's contribution is distinctive and appears to preview New York politics for some time to come.

The final chapters, on Florida and Illinois, convey some of the challenges of regional politics and shifting alliances. The chapter on Florida would have benefited from greater consideration of the role of Latina/o participation and exclusion in the election in the legal and political wrangling of the post-election challenges.

One of this volume's few deficiencies is its neglect of communication scholarship. Central to understanding outreach efforts directed at Latina/os is the process by which messages create symbolic identification and action. The political scientists and policy experts who have contributed to this volume often overlook the details of message construction, particularly the way in which messages might test assumptions about the makeup and complexity of the Latina/o community. Such understanding is paramount not only if Latina/os are to engage the political system on even terms, but also if they are to feel a sense of legitimacy in this engagement.

De la Garza and DeSipio's series, and this volume is no exception, contributes importantly by foregrounding the complexities of Latina/o participation in the American political system and by highlighting the strategic concerns and opportunities that face this community as their participation is courted and engaged. The often overlooked and often scapegoated Latina/o community deserves this attention. Perhaps this volume will be a clarion call to scholars of political communication and rhetoric to locate intersections in their research where Latina/o issues can receive greater attention and exposure.

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The Woman's Public Speaking Handbook. By E. J. Natalle and F. R. Bodenheimer. Belmont, CA: Wadsworth, 2004; pp. iii + 169. \$23.95 paper.

Natalle and Bodenheimer's *The Woman's Public Speaking Handbook* offers a comprehensive overview of reasons why women have been excluded from public speaking engagements, but provides little agency for changing the system from which women are excluded. Arguing that traditional public speaking textbooks do not acknowledge gender difference, the text attempts to delineate how the practice of public speaking differs for women. Hence, the introduction states three objectives of this text: "to share prescriptions for helping women become effective public speakers" (p. 2); to assist women to overcome public speaking apprehension; and to offer strategies for developing an effective public *persona*.

The book is straightforwardly organized. Chapter 1 discusses message preparation and the impact of gender within organizational processes. Chapter 2, which examines how a speaker relates to an audience, incorporates nontraditional audience analysis and explores the hostile audience phenomenon. Chapters 3 and 4 describe and apply basic, gender-specific delivery strategies, techniques and resources. The text begins to incorporate diverse speaking situations in Chapter 5, including "Sharing Expertise on Panels" (p. 102) and "Public Speaking in the Workplace" (e.g., reports, meetings, training) (p. 105). The final chapter treats development of a public *persona*. A brief epilogue provides an "action plan" for summarizing and implementing the text's concepts. Finally, "Pullout Tools" (p. 155) include forms, checklists, and templates useful in incorporating public speaking into women's personal and professional lives.

We believe that the text has two positive advantages and one significant weakness. First, in a refreshing break with tradition, it is filled with examples of powerful women famous for their speaking charisma. Women's historical exclusion from traditional realms of public speaking is consistently emphasized: "women were never meant to take on the role of public speaker. Historical records are replete with stories, quotations, and admonitions for women to be silent. Naturally, this led to the oxymoronic problem of the obliteration and objectification of woman as public speaker" (p. 114). Two versions of this problem are identified:

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